



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Product Service Management/
Promotion

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the concept of marketing strategies.
2. Explain the concept of product mix.
3. Describe factors used by marketers to position products/services.
4. Explain communications channels used in public-relations activities.
5. Explain components of advertisements.

EVENT SITUATION

You are to assume the role of merchandising and marketing consultant for COUNTRY HEARTSTRINGS, a large outlet store for greeting cards and gifts. The manager of the store (judge) has hired you to present a marketing campaign that differentiates COUNTRY HEARTSTRINGS' merchandise, shopping experience and customer service from the Dollar Store.

COUNTRY HEARTSTRINGS is a large outlet store selling a huge assortment of greeting cards for all occasions. The outlet also carries gifts for birthdays, anniversaries, holidays and other special events. COUNTRY HEARTSTRINGS is located in the second largest outlet mall in America, which houses 550 stores. The outlet mall is rated as the third most popular tourist attraction in a state that has numerous destinations for visitors. It is so large that trolley cars transport customers to different locations.

Recently a huge Dollar Store has been built across the interstate highway from the outlet mall where COUNTRY HEARTSTRINGS is located. The Dollar Store carries merchandise that is similar to the inventory sold at COUNTRY HEARTSTRINGS. All merchandise at the Dollar Store sells for \$1.00, while merchandise at COUNTRY HEARTSTRINGS ranges from \$2.00 to \$20.00. The Dollar Store employs cashiers and individuals to stock the store daily, since it has a high inventory turnover rate. COUNTRY HEARTSTRINGS has cashiers and sales associates to help customers with their special needs. COUNTRY HEARTSTRINGS offers free gift-wrapping for customers who purchase \$10 and more.

The manager of COUNTRY HEARTSTRINGS (judge) is concerned that his/her store will lose business to the Dollar Store. He/she has hired you to help COUNTRY HEARTSTRINGS develop a merchandising and marketing campaign that differentiates its store, merchandise, shopping experience and customer service from the Dollar Store. Your plan must

- provide merchandising, advertising and promotional strategies to overcome the competition presented by the new, large Dollar Store
- describe an advertising campaign that distinctly promotes the shopping experience at COUNTRY HEARTSTRINGS over the experience at Dollar Store
- describe special promotions that will allow COUNTRY HEARTSTRINGS to capture or retain business from local residents

You will present your merchandising and marketing strategy to the manager of COUNTRY HEARTSTRINGS (judge) in a role-play to take place in the manager's (judge's) office. The manager (judge) will begin the role-play by greeting you and asking to hear your plan. After you have explained your merchandising strategy, marketing strategy, special promotions and extra customer services and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of manager of COUNTRY HEARTSTRINGS, a large outlet store for greeting cards and gifts. You have hired a merchandising and marketing consultant (participant) to present a marketing campaign that differentiates COUNTRY HEARTSTRINGS' merchandise, shopping experience and customer service from the Dollar Store.

COUNTRY HEARTSTRINGS is a large outlet store selling a huge assortment of greeting cards for all occasions. The outlet also carries gifts for birthdays, anniversaries, holidays and other special events. COUNTRY HEARTSTRINGS is located in the second largest outlet mall in America, which houses 550 stores. The outlet mall is rated as the third most popular tourist attraction in a state that has numerous destinations for visitors. It is so large that trolley cars transport customers to different locations.

Recently a huge Dollar Store has been built across the interstate highway from the outlet mall where COUNTRY HEARTSTRINGS is located. The Dollar Store carries merchandise that is similar to the inventory sold at COUNTRY HEARTSTRINGS. All merchandise at the Dollar Store sells for \$1.00, while merchandise at COUNTRY HEARTSTRINGS ranges from \$2.00 to \$20.00. The Dollar Store employs cashiers and individuals to stock the store daily, since it has a high inventory turnover rate. COUNTRY HEARTSTRINGS has cashiers and sales associates to help customers with their special needs. COUNTRY HEARTSTRINGS offers free gift-wrapping for customers who purchase \$10 and more.

You are concerned that your store will lose business to the Dollar Store. You have hired the merchandising and marketing consultant (participant) to help COUNTRY HEARTSTRINGS develop a merchandising and marketing campaign that differentiates its store, merchandise, shopping experience and customer service from the Dollar Store. You have asked the consultant (participant) to

- provide merchandising, advertising and promotional strategies to overcome the competition presented by the new, large Dollar Store
- describe an advertising campaign that distinctly promotes the shopping experience at COUNTRY HEARTSTRINGS over the experience at Dollar Store
- describe special promotions that will allow COUNTRY HEARTSTRINGS to capture or retain business from local residents

The merchandising and marketing consultant (participant) will present the marketing strategy to you in a role-play to take place in your office. You will begin the role-play by greeting the consultant (participant) and asking to hear the plan.

During the course of the role-play you are to ask the following questions of each participant:

1. Should COUNTRY HEARTSTRINGS consider carrying a line of tasteful \$1 merchandise?
2. What is the ideal atmosphere that COUNTRY HEARTSTRINGS should provide for customers?
3. Why should COUNTRY HEARTSTRINGS carry greeting cards and other gifts that are distinctly different from the merchandise sold at the Dollar Store?

Once the merchandising and marketing consultant (participant) has presented a plan to successfully compete against a new dollar store and has answered your questions, you will conclude the role-play by thanking the consultant (participant) for his/her work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

JUDGE'S EVALUATION FORM

RMS
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the concept of marketing strategies?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining the concept of marketing strategies were inadequate or weak.	Adequately explained the concept of marketing strategies.	Effectively explained the concept of marketing strategies.	Very effectively explained the concept of marketing strategies.

2. Explain the concept of product mix?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining the concept of product mix were inadequate or unclear.	Adequately explained the concept of product mix.	Effectively explained the concept of product mix.	Very effectively explained the concept of product mix.

3. Describe factors used by marketers to position products/services?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at describing factors used by marketers to position products/services were inadequate or unclear.	Adequately described factors used by marketers to position products/services.	Effectively described factors used by marketers to position products/services.	Very effectively described factors used by marketers to position products/services.

4. Explain communications channels used in public-relations activities?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining communications channels used in public-relations activities were inadequate or unclear.	Adequately explained communications channels used in public-relations activities.	Effectively explained communications channels used in public-relations activities.	Very effectively explained communications channels used in public-relations activities.

5. Explain components of advertisements?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2	4, 6, 8	10, 12, 14	16, 18
Attempts at explaining components of advertisements were inadequate or unclear.	Adequately explained components of advertisements.	Effectively explained components of advertisements.	Very effectively explained components of advertisements.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1	2, 3, 4	5, 6, 7	8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____